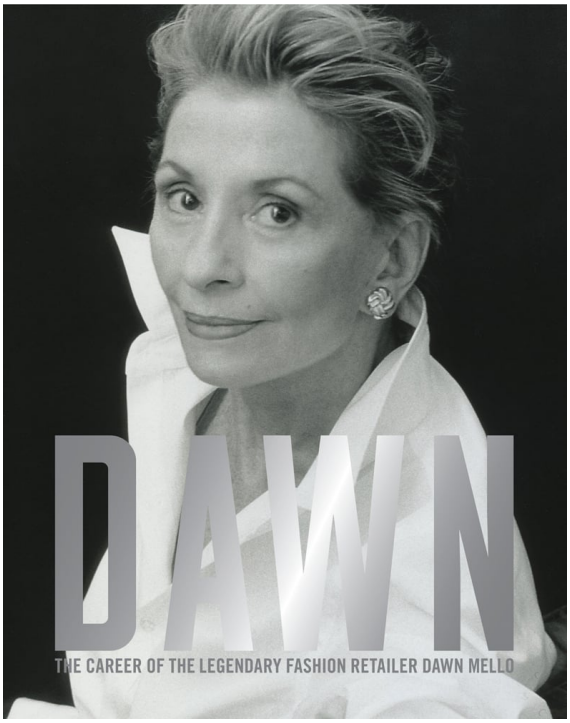
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Tel: +1 212 645 1111
Email: ussales@accartbooks.com
Web: https://www.accartbooks.com/us



Dawn

The Career of the Legendary Fashion Retailer Dawn Mello

John A. Tiffany

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- Foreword by Tom Ford
- Includes quotes by some of the biggest names in fashion including Ralph Lauren, Michael Kors, Calvin Klein, and Donna Karan
- An untold story of an essential figure in the history of fashion retail

Pointed Leaf Press is proud to present the first monograph on Dawn Mello in a lavishly illustrated book that spans her impressive career. In 1975, Mello was hired as Fashion Director and Vice President of Bergdorf Goodman to turn the store around and remake it in her image, by then CEO, Ira Neimark. Together they turned the once dowdy department store into the retail center of luxury fashion. Mello's strategy not only redefined and repositioned Bergdorf Goodman, but in doing so, she discovered and encouraged the rise of exciting modern designers, while inaugurating an exuberant, new type of fashion shows. Mello left Bergdorf Goodman in the late 1980s to revitalize the fading and unfashionable Gucci. She hired Tom Ford to over see women's ready-to-wear and Richard Lambertson as Design Director. By the time she left, Gucci was back on top as a bonafide high-fashion luxury brand. She has spent decades identifying talent, pursuing designers, and helping launch and nurture their careers: Michael Kors, Donna Karan, Giorgio Armani, Calvin Klein, Gianfranco Ferré, Azzedine Alaïa, Claude Montana, Jean-Paul Gaultier, Christian Lacroix, Jo Malone – and the list goes on. Discover the amazing and pioneering career of the formidable Dawn Mello.

John A. Tiffany grew up in California's Santa Ynez Valley and later graduated from Pepperdine University's International Affairs program. He speaks all over the world and appears frequently on television, radio, and film, and is a frequent pundit in newspapers, magazines, and online. He is the author of *Eleanor Lambert: Still Here* published by Pointed Leaf Press.

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